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HANDED OUT
AT WORKSHOP

DRAFT
Philip Morris External Research Focus

The purpose of this agenda is to present focused areas in which to support the highest quality research on a global basis and contribute to a better understanding of disease mechanisms associated with exposure to tobacco smoke and its components. This scientific work would add to the fundamental knowledge of the basic science, contribute information that addresses currently expressed concerns by the public health community, and guide Philip Morris to pursue meaningful product modification(s) or new product design(s).

Philip Morris will consider funding research in the following areas:

1. Exposure/Biomarkers/Dosimetry
   a. Measures of exposure (including methodologies)
   b. Measures of biological effect(s), (e.g. nicotine, cotinine, TSNA adducts)

2. Epidemiological Research
   a. Cancer
   b. Cardiovascular diseases
   c. Respiratory diseases
   d. Reproductive, maternal and placental effects
   e. Combination designs of some or all of the above
   f. Exposure/biomarkers/potential mechanisms

3. Clinical and Model systems Research including Validation, Assays
   a. Cancer
   b. Cardiovascular diseases
   c. Respiratory diseases
   d. Reproductive, maternal, placental effects
   e. Relevant smoke components related to mechanisms

4. Cellular Biology
   a. Molecular reactions related to cell regulation
   b. Cellular processes
   c. Disease mechanisms

5. Smoking Behavior
   a. Biochemical/molecular mechanisms
   b. Nicotine
   c. Other smoke components

Prologue: It is our intent that in funding research that could better illuminate the complex relationships between smoking and health that we could better develop (non-incrementally) the path to harm reduction.

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Source: https://www.industrydocuments.ucsf.edu/docs/ljlx0001

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External Research Program
- Research Focus -

Mission

The purpose of this focus is to support the highest quality research on a global basis and to contribute to a better understanding of disease mechanisms associated with inhalation exposure to complex mixtures and components which may affect human health. The research program should cover a sufficient range of model systems with the intent to relate findings to tobacco smoke exposure. This scientific work should add to the fundamental knowledge of the basic science, help address concerns currently expressed by the public health community and enable Philip Morris to further pursue meaningful product modification(s) or new product design(s).

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Source: https://www.industrydocuments.ucsf.edu/docs/ljlx0001